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CLAIMS

1. A method of controlling access, in digital pay television, to information contained in a signal received by a subscriber receiving station (21) comprising steps:

5           - of transmitting two types of messages via this subscriber receiving station to a user device (26), first entitlement control messages (ECM) containing information to allow this subscriber receiving station to decode the signal and to offer the subscribers an on-demand operating mode, second entitlement management messages (EMM) containing information to allow the updating of the user's entitlement data,

10          - of generating in the user device (26) an access authorization signal (CW) to allow the decoding of said signal by the subscriber receiving station (21) if the user is authorized to access the information contained in the latter,

15          characterized in that first entitlement control messages (ECM) are transmitted having a programmable profile content making it possible to authorize at least one service or one program during a certain time window according to the profile of a determined subscriber, in order to produce a certain interactivity between the content of these first messages (ECM) and the content of the user device in terms of subscription for the subscriber.

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2. The method as claimed in claim 1, wherein the user device is a smart card.